

MINNEAPOLIS, Jan. 15, 2014 /PRNewswire/ -- FLW, the world's premier tournament-fishing organization, today announced that Straight Talk Wireless®, a leading U.S. no-contract cell phone service provider, will return as a sponsor for the 2014 Walmart FLW Tour season. Of note, Straight Talk Wireless will again be represented on Tour by veteran anglers

Scott Canterbury

of

Springville, Ala.

, and

J.T. Kenney

of

Palm Bay, Fla.

"Straight Talk's return for the fourth consecutive season exemplifies their long-term commitment to our sport and fans," said Trish Blake, FLW President of Marketing. "They continue to be a valued partner and great fit for FLW."

Canterbury, a former construction worker, has become one of the most consistent pros on the FLW Tour. After finishing in second place at the 2012 Forrest Wood Cup, Canterbury backed it up with a solid campaign in 2013 and finished the season ranked 21st in the Angler of the Year standings. Entering his seventh year as an FLW Tour professional, Canterbury has accumulated more than \$730,000 in career winnings and has 29 career top-10 finishes.

Kenney, a former MotoCross racer, is one of the most recognizable personalities on the FLW Tour. With career earnings nearing the \$1.25 million mark, Kenney is entering his 13th season as a professional angler. In 2013 Kenney had two top-10 finishes and qualified for his seventh consecutive Forrest Wood Cup appearance.

"We are excited to continue our partnership with FLW and be a part of the 2014 Walmart FLW Tour," said a Straight Talk spokesperson. "We look forward to another exciting season and cheering on our first-class anglers."

Straight Talk Wireless will be featured on all of FLW's platforms, including its tournaments and Expos, websites and social media, *FLW Bass Fishing* magazine and the "FLW" television show on NBC Sports Network. "FLW" is broadcast on Sundays in high-definition (HD) to more than 564 million households worldwide, making it the most widely distributed weekly outdoors-sports television show in the world.

ABOUT FLW FLW is the industry's premier tournament-fishing organization, providing anglers of all skill levels the opportunity to compete for millions in prize money nationwide in 2013 over the course of 229 tournaments across five tournament circuits, four of which provide an avenue to the sport's richest payday and most coveted championship trophy – the Forrest Wood Cup. FLW tournament fishing can be seen on the Emmy-nominated "FLW" television show and is broadcast to more than 564 million households worldwide, making it the most widely distributed weekly outdoors-sports television show in the world. FLW is committed to providing a lifestyle experience that is the "Best in Fishing, On and Off the Water." For more information about FLW visit FLWOutdoors.com and look for FLW on Twitter, Facebook, Pinterest and YouTube.

ABOUT STRAIGHT TALK WIRELESS Straight Talk Wireless is a brand of TracFone Wireless, Inc., America's largest no-contract cellular service provider in the U.S. with 23 million users, and a subsidiary of America Movil S.A.B. de C.V. ("AMX") (BMV: AMX; NYSE:

[AMX](#)

; Nasdaq:

[AMOV](#)

; LATIBEX: XAMXL).

America Movil

is the world's largest no-contract cell phone company. For more information about Straight Talk Wireless®, go to

Straight Talk Wireless® Continues Partnership With FLW For 2014 Season

Written by Australian Business

StraightTalk.com

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